



## Downtown Development Process

- March 2006 –Downtown Plan Unveiled
- October 2006 – Downtown Plan Approved by City Council after 6 months of public input
- December 2006 – Tax Increment Reinvestment Zone #5 (TIRZ) approved
- July 2007 – TIRZ Board Approved
- September 2007 – TIRZ Board organizational meeting



## TIRZ Board Members

- Jesse Alvarez, Founder, Expert Refrigeration (City)
- Marc Bernat, Attorney, Gordon & Mott (City)
- Jim R. Phillips, Chairman of the Board, Wells Fargo Bank (City)
- Pauline A. Dow, Associate Superintendent CIS (City)
- Bonnie S. Y. Escobar, Managing Partner, MJD & Associates (City)
- Rebecca Friesenhahn, Controller, Border Therapy Services (City)
- Hector Gutierrez, Executive VP External Affairs, El Paso Electric Co. (City)
- Frank Rene Lopez, Executive Director, Nonprofit Enterprise Center (City)
- Keith Mahar, Local Businessman (City)
- George Reynoso, Business Owner, All That Music (City)
- Bill Hooten, Downtown Management District Chariman (DMD)
- Veronica Escobar, County Commissioner Precinct 2 (County)
- Art Fierro, El Paso Community College Trustee (EPCC)
- Ron Acton, Thomason Hospital Chairman (Thomason Hospital)



## **TIRZ Board Organizational Meeting**

**Wednesday, September 5, 2007**

**3:00 pm – 5:00 pm**

**10<sup>th</sup> Floor Conference Room**

**City Hall**



## Next Step – Implementation Plan

“The El Paso City Council directs that the City Manager prepare an Implementation Strategy for execution of the Downtown 2015 Plan, and that such Implementation Strategy be developed as a priority with particular focus to the phasing, implementation tools and financing mechanisms to be utilized to carry out the intent of the Plan.”

**City Council subsequently decided to have the Implementation Strategy (Phase II Study) reviewed by the TIRZ Board, and submit its recommendations to the City Council for formal action.**





## Implementation Plan Contents

- Refine cost estimates for private and public investments and prioritize public improvements within available TIRZ funding.
- Review incentive packages to encourage private investment in the Downtown Redevelopment area.
- Identify ways to link the 5-redevelopment districts to improve transportation, pedestrian traffic and way finding
- Develop alternative funding for public improvements that will encourage private investment based on prioritization of catalyst projects and proposed phasing.
- Develop a comprehensive financing plan that includes TIRZ financing, alternative public financing options, private investments and maintenance and operations funding.
- Develop a project-phasing plan based upon the prior tasks including prioritization of catalyst projects and potential for public/private investment.



## TIRZ Board – Upcoming Items

Project Review - At an early meeting, the TIRZ board will be asked to set up a process to review public and private projects. As projects come forward, the TIRZ board will make recommendations whether to include them as official TIRZ projects eligible for funding.

Financing Plan – Once the Implementation Strategy is completed, the TIRZ board will make recommendations regarding funding alternatives, including the possibility of bonding off of the expected TIRZ revenue.



## City Council Involvement

The TIRZ board makes recommendations to City Council. All actions, including approval of the Implementation Strategy, approval of financing mechanisms and approval of funding for particular projects will be voted on by the El Paso City Council.

The City Council will receive quarterly updates on TIRZ board activities and the 2015 downtown plan progress reports.



## Downtown Development Incentives

- Façade improvement program - \$10,000 grants
- Grant program for LEED certified buildings (\$50,000-\$400,000 grants)
- Sales Tax Rebates on the city's portion of the sales tax on construction materials and labor for major improvements and new construction.
- Expedited processing for plan review which will “jump start” proposed development projects
- Discounted plan review fee (33%) and discounted regular review fee (50%).
- Sliding scale on permit fee cost – 3% reduction per \$35,000 of project value on projects over \$250,000 (capped at half the value of the permit).
- Adoption of the International Existing Building Code which will assist developers in both mixed use and historical developments.
- Zoning Code revisions make mixed-use development implementation easier
- Allowing all properties within the Downtown Historic District to be eligible for a property tax exemption for a set 10 year period.





## Downtown Development Goals

Downtown revitalization will improve the economy and make El Paso more vibrant. When downtown buildings start paying their fare share of property taxes, services and amenities for all of El Paso will improve.